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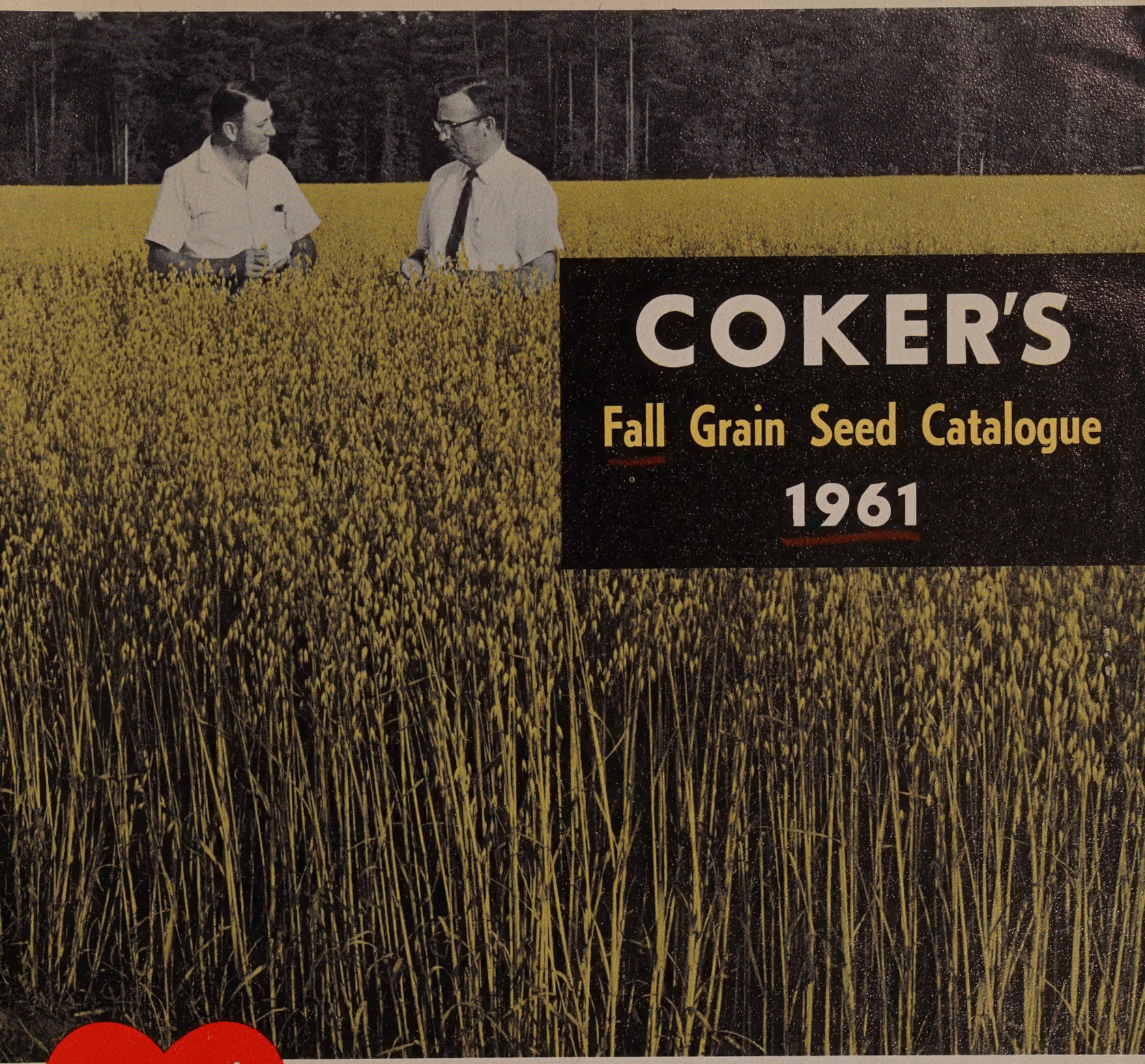
See Page 3 For Important Announcement



COKER'S

Fall Grain Seed Catalogue

1961

COKER'S PEDIGREED SEED

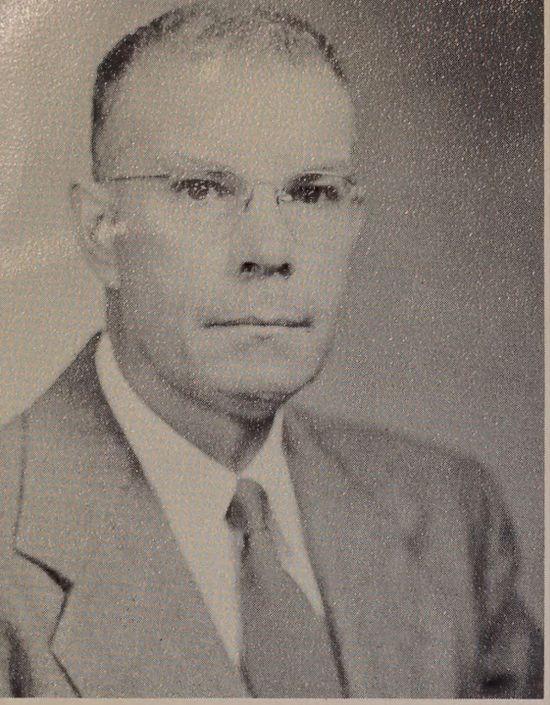
BLOOD WILL TELL

COKER'S PEDIGREED SEED CO.

The South's Foremost Seed Breeders

HARTSVILLE, SOUTH CAROLINA

HYBRID CORN OATS WHEAT COTTON TOBACCO SOYBEANS



SAMUEL J. HADDEN

SAMUEL JACKSON HADDEN, 1906-1961

In the death of Samuel J. Hadden on February 23, 1961, Coker's Pedigreed Seed Company lost one of its most valued staff members and the South one of its most competent scientists. Mr. Hadden joined the Coker plant breeding staff in 1947 as an assistant to the late Dr. George Wilds in our small grain breeding program. Upon the death of Dr. Wilds in 1951, he was placed in charge of small grain breeding, which position he held with outstanding success until his death.

He graduated from Clemson College with a B.S. Degree in Agriculture in 1948. From 1925 to 1940, he was associated with the Georgia Experiment Station as assistant agronomist and with Marrett Farm and Seed Company from 1940 to 1947 as plant breeder. Mr. Hadden joined Coker's Pedigreed Seed Company in 1947 as small grain breeder and was leader of the wheat and oat work from 1951 until his untimely death.

Before he attended college, he was credited with playing an important part in the development of Chancellor wheat. While attending Clemson, he continued in active plant breeding with Marrett Farm and Seed Company at nearby Westminster where he developed Anderson oats, selected and released Calhoun barley, and initiated the work that resulted in Marconee barley, each of which became well-known varieties.

While at Coker's, he adapted and improved methods of artifically inoculating oats with crown rust and of treating oat seedlings with the toxin of Helminthosporium blight. His ability to obtain artificial epidemics of rust and to screen hundreds of thousands of seedlings for tolerance to blight, his unusual success in effecting cross-pollinations, and his keenness in recognizing promising lines led to the combining of the disease resistance of Trispernia, a semi-wild oat, with the yield and quality of adapted commercial varieties. Our Suregrain and Moregrain varieties and hundreds of very promising breeding stocks resulting from crosses with Trispernia are monuments to his abilities.

He was a natural scientist, a keen student, a tireless worker, and a dedicated plant breeder. He was recognized and admired by every small grain breeder in the United States and by others in foreign countries. Many of these made regular trips to Hartsville to observe his work and to profit by his wisdom, skill, experience, and refreshing philosophy.

He was member of the American Society of Agronomy, the Phytopathology Society and Alpha Zeta and was listed in American Men of Science.

Robert R. Coker, President
Coker's Pedigreed Seed Co.

HOWARD F. HARRISON

We are happy to announce that we have secured the services of Mr. Howard F. Harrison, a native of Crawfordville, Ga., to succeed Mr. Hadden in charge of our small grain breeding program.

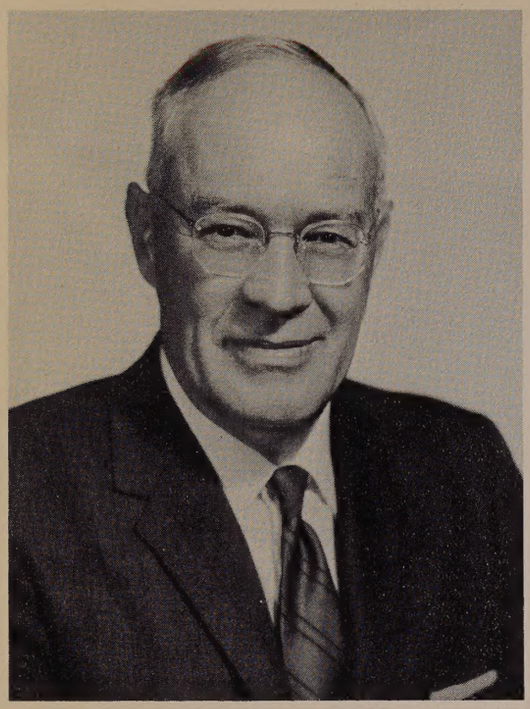
From 1954 to 1958, Mr. Harrison was a member of our staff as a small grain breeder. During that time he worked directly under Mr. Hadden. In this position he demonstrated a knowledge of and dedication to small grain breeding which won the esteem of both Mr. Hadden and all members of the Coker staff.

In 1958, he returned to Georgia where he became a member of the agronomy staff of the Coastal Plain Experiment station at Tifton.

Upon the untimely death of Mr. Hadden, we turned to Mr. Harrison as a person well qualified to carry on the traditions of scholarship and achievement long established by our small grain breeding staff.

He is a B.S. graduate of the University of Georgia and holds a master's degree, obtained in 1954, from the same institution.

An Announcement of Importance to Southern Oat Growers



ROBERT R. COKER

We are pleased to announce to our friends throughout the southern oat belt that beginning with this current season we will offer two grades of Coker oats. In addition to our premium grade we will offer a standard grade in each of our three oat varieties: Moregrain, Suregrain and Victorgrain.

Our premium grade will be our pedigreed REGISTERED grade of oats which we have heretofore offered. These are produced from our foundation planting stock. Coker's pedigreed REGISTERED oats are the closest to original individual plant selections and are the purest, highest quality seed obtainable. Our REGISTERED stock of seed oats carry the purple registered tag of the state Crop Improvement Association where produced. We recommend our pedigreed REGISTERED seed oats for those growers who wish to plant an acreage for seed production for their own use or for sale. The seed produced from plantings of our pedigreed REGISTERED seed oats will be eligible for certification by Crop Improvement Associations of various southern states, provided the grower meets certification requirements in producing his crop.

Our standard grade of oats is a new introduction offered by us this season for the first time. These oats are Coker's Pedigreed SELECT oats and include Coker's three varieties; Moregrain, Suregrain and Victorgrain. They are produced from our pedigreed breeding stock. Coker's Pedigreed SELECT oats are genetically pure seed of high quality from every standpoint. They are offered at a price that assures an attractive buy for those farmers who need a good grade of seed oats for their general crop whether it be for grain or grazing.

Our Coker's Pedigreed REGISTERED oats and our Coker's Pedigreed SELECT oats will be distinctively bagged and tagged for easy identification.

We are offering this new service in the belief that it will aid materially in improving the yields and quality of the southern oat crop.

Sincerely,
Robert R. Coker, President

Coker's Pedigreed REGISTERED

Coker's Pedigreed SELECT

Coker's MOREGRAIN

Plant it for both Grazing and Grain . . . The most disease-resistant variety we've ever bred.

If you need an early, high-yielding oat with good disease resistance—one that provides full season grazing and still makes a good crop of grain, then our MOREGRAIN variety is tailor-made for you.

Read about it here . . . ask your dealer for more details—then join the thousands of Southern farmers who have already proved on their farms the truly outstanding characteristics of this variety.

SUPERIOR DISEASE RESISTANCE

Maximum oat yields normally are possible only with varieties resistant to disease. MOREGRAIN is more resistant to more diseases than any other oat we have produced in our more than 50 years of oat breeding! Resists Victoria blight . . . all common races of crown rust (see note) . . . two of the three prevalent races of smut . . . soil-borne mosaic . . . mildew.

It is also relatively resistant to "yellow leaf," a new disease that occurred in some standard varieties in 1957 and 1958.

Our Mr. M. D. Lamberth, sales manager, stands in a field of Coker's Moregrain oats. Note the stiff, erect stalks, the heads well-filled with plump grains, and the uniformity of type.

WIDELY ADAPTED

For forage and grain production, we recommend MOREGRAIN throughout the Coastal Plains and Piedmont areas of the Carolinas and Georgia; throughout Alabama and Mississippi and the north half of Louisiana; in Arkansas from south of the Ouachita Mountains to the Louisiana line.

For grazing only, in the extreme lower coastal areas of the Carolinas through Louisiana. MOREGRAIN is not recommended for northernmost areas and higher elevations where varieties with extra cold resistance are needed.

DESCRIPTION

PLANT—About 4 inches shorter than Victorgrain; semi-winter type; vigorous, rapid growing; recovers readily from grazing; excellent for interplanting lespedeza; moderately cold resistant.

DISEASE RESISTANCE—Resistant to 2 of the 3 prevalent races of smut; resistant to Victoria blight (Helminthosporium); resistant to all common races of crown rust; resistant to soil-borne mosaic and to mildew; relatively resistant to "yellow leaf," a disease that has affected some standard varieties during the past three or four years. Moregrain is more resistant to more diseases than any other high yielding, high quality, Southern variety.

STRAW—Moderately stiff; combines exceptionally well.

GRAIN—Two-four pounds higher in test weight than Victorgrain, slightly darker red in color and some shorter.

MATURITY—Early; heads 5-6 days earlier than Victorgrain; 9-10 days earlier than Arlington.

PRODUCTION—Top producer in tests and in farmer plantings across the South; especially satisfactory in total forage-plus-grain yields.

UNIFORMITY—Entirely satisfactory and adequate. Some slight variations may occur in plant height and maturity date since Moregrain was developed recently of hybrid origin. No better combination of disease resistance, grain quality, and yield has been found in a more uniform variety.

PRICES

Coker's Registered Seed	
1 to 16 bushels	$3.75 per bushel
16 to 48 bushels	$3.65 per bushel
48 bushels and up	$3.50 per bushel
Coker's Select Seed	**$1.95 per bushel**

All seed oats bagged in 3 or 4-bushel bags containing 96 lbs. or 128 lbs. per bag, and are treated with ceresan.

IMPORTANT NOTE

While Moregrain is resistant to all common races of crown rust and is resistant to or highly tolerant of even newly introduced races, we must face the fact that new races of rust constantly threaten all oat varieties and no commercial variety now known can be guaranteed to be resistant to newer races that could be introduced in the future.

W. D. Liles of Leslie, Ga., is typical of many southern farmers who have had outstanding success with Coker's Moregrain. Here Mr. Liles stands in a portion of his 1961 Moregrain crop. This variety, he says, is "extra good."

J. O. Jacobs of Warner Robbins, Ga., gathers an armful of Coker's Moregrain. "All in all, Moregrain is the top oats" is the way Mr. Jacobs describes the outstanding characteristics of this variety.

FROM VIRGINIA TO TEXAS, GROWERS LIKE MOREGRAIN OATS

Never in our 53 years of breeding experience have we developed a variety which gained more ready and enthusiastic acceptance by farmers than Coker's Moregrain. Here are some of the many comments we receive typical of how farmers like this outstanding variety.

BEST OF ALL

I have been growing Coker oats for a long time and like Coker's Moregrain best of all.

Kyle Richardson, Fremont, N. C.

STOOD UP WELL

My Moregrain oats didn't have much of a chance this year on poor land but they still produced more than 50 bushels per acre. They stood up well, didn't shatter, and took heavy rainfall even after getting ripe. I am very pleased with this variety and will plant them next year.

Bob Light, Collinsville, Texas

GOOD DISEASE RESISTANCE

I like Moregrain oats because they stand well, give high yield, show good disease resistance, and all in all are the top oats. I have been a Coker producer for over 20 years and have never planted any other variety than Coker oats. This year I have 260 acres in Coker oats.

J. O. Jacobs, Warner Robbins, Ga.

HIGH TEST WEIGHT

I planted Coker's Moregrain oats last year and liked them very much. They produce high yields and have high test weight.

Bob Patrick, Lake Providence, La.

80 BUSHELS PER ACRE

I planted Coker's Moregrain oats in 1960 for the first time. My yield was 80 bushels per acre. My entire crop is planted in this variety this year and I think the yield will be equally as good. The test weight is very heavy.

Joe W. Coker, Yazoo City, Miss.

HIGH YIELD AVERAGE

We planted 48 acres of breeder's Moregrain oats and are averaging more than 80 bushels per acre. We like the way this variety spreads out and grazes.

J. C. Brannon and Sons, Hartford, Ala.

YIELD EXTRA GOOD

I have planted Coker oats for several years and for the past two years I have planted Coker's Moregrain. I like the way they combine, and the test weight and yield are extra good.

W. D. Liles, Leslie, Ga.

TOP-YIELDING

The Moregrain variety of oats has been one of our top-yielding varieties of small grain. It has led both in forage and grain yields.

Harold F. Yates, Superintendent
Gulf Coast Substation, Fairhope, Ala.

OVER 90 BUSHELS PER ACRE

This is my second year with Moregrain oats. They are better this year than last when I made over 90 bushels. They will go over 100 bushels, I believe.

Walter Carle, Stuttgart, Arkansas

OAT OF THE FUTURE

This is my second year with Moregrain and I think it is the oat of the future.

R. S. Dresback, Shelby, Miss.

Robert R. Coker, president of Coker's Pedigreed Seed Company, stands in a field of Coker's Moregrain on our Hartsville farms.

Coker's SUREGRAIN

A Coker-bred variety with high resistance to Victoria Blight and all common races of rust and smut.

If you grow oats in the lower Coastal Plains of the Carolinas and Georgia, or south of U. S. Highway 80 in Alabama and Mississippi, or anywhere in Louisiana, you should plant at least part of your acreage in SUREGRAIN.

This variety was developed on Coker farms and released for farmer planting in 1957. Since that time, it has proved itself one of the South's most productive and dependable varieties.

Its high degree of resistance to rusts and other diseases has greatly reduced the risk in producing oats in the areas of its adaptation, where much of the crop is used solely for forage.

EXCELLENT YIELDS

A dual purpose oat, Suregrain has consistently produced high yields of forage and grain. For example, in 31 yield tests between ten named varieties, SUREGRAIN was second only to Victorgrain 48-93, with a 53.7 bushel per acre average. Its good grazing qualities are shown in a series of combined forage and grain tests in which SUREGRAIN produced a grain equivalent of 92.8 bushels per acre.

IMPORTANT NOTE

While Suregrain is resistant to all common races of crown rust, is highly resistant to the Race 216 group which in recent years has caused severe damage to widely grown varieties in the middle and lower South, and even more recently introduced races, it should be recognized that no commercial varieties now known can be guaranteed resistant to newer races that could be introduced in the future.

DISEASE RESISTANCE

SUREGRAIN is highly resistant to all known races of crown rust generally prevalent in the United States. This includes the race 216 group which in recent years has caused severe damage to widely-known varieties in the middle and lower South.

It is also highly resistant to Victoria blight, and to all known races of smut in the United States.

A short-strawed variety, SUREGRAIN may not grow to satisfactory height on thin land. It should be seeded only on land of average or above average fertility.

SUREGRAIN . . . In Brief

PLANT—Relatively short; semi-winter; leafy early growth; good grazing qualities, excellent for interplanting lespedeza, moderately cold resistant.

DISEASE RESISTANCE—Resistant to all the prevalent races of smut; highly resistant to Victoria blight (Helminthosporium); resistant to all generally prevalent races of crown rust.

STRAW—Moderately stiff; combines exceptionally well.

GRAIN—Very similar to Victorgrain; averages two pounds heavier in test weight.

MATURITY—Early; heads 2-3 days earlier than Victorgrain; 6-7 days earlier than Arlington.

PRODUCTION—Consistently comes through official tests and large field planting with high yields of both grain and forage.

PRICES

Coker's Registered Seed	
1 to 16 bushels	$3.75 per bushel
16 to 48 bushels	$3.65 per bushel
48 bushels and up	$3.50 per bushel
Coker's Select Seed	**$1.95 per bushel**

All seed oats bagged in 3 or 4-bushel bags containing 96 lbs. or 128 lbs. per bag, and are treated with ceresan.

A field meeting of Coker breeders in a fine crop of Suregrain oats. This picture, taken on our Hartsville farms, shows Robert R. Coker, president of Coker's Pedigreed Seed Company, left, discussing with other Coker staff members the outstanding characteristics of this variety.

NO BETTER VARIETY FOR LOWER COASTAL PLAINS THAN SUREGRAIN OATS

OUTSTANDING PRODUCTION

I like Suregrain because they produce well and have excellent disease resistance. My production is outstanding for this season.

W. A. Carson, Route 4, Americus, Ga.

GOOD DISEASE RESISTANCE

I have planted Coker's Suregrain oats since they were released. My production has always been good and the disease resistance is fine. I planted 285 acres of Coker's Registered Suregrain this season (1960-1961).

Preston Bridges, Americus, Ga.

80 BUSHELS PER ACRE

I planted 75 acres of breeder Suregrain, and am now harvesting 80 bushels per acre. Am well pleased with the way Suregrain stands up and combines.

Otis Buie, Route 4, Dothan, Ala.

FREE OF DISEASE

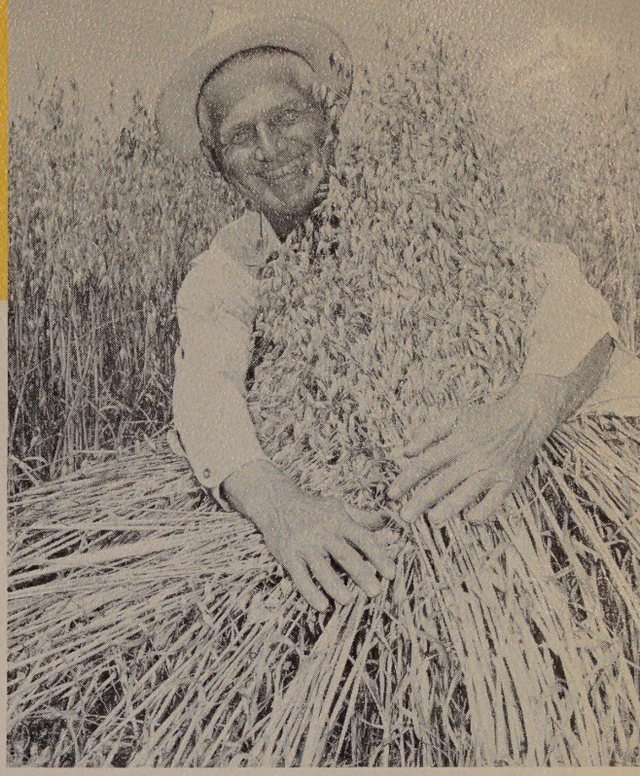
I planted 45 acres of breeder Suregrain, and estimate the yield will run more than 60 bushels per acre. These oats were not grazed. The Suregrain was free of any disease.

W. G. Bond, Route 1, Dothan, Ala.

GRAZING AND GRAIN

We planted 92 acres of Suregrain oats, and estimate we will make 75 bushels per acre. We like the way the Suregrain grows for grazing and seed production. They stand up and combine good.

Kirkland Brothers, Newville, Ala.



J. F. Dowdy, Americus, Ga., in his 1961 field of Coker's Moregrain. Mr. Dowdy says, "Anything you can mention about Coker's Suregrain is better than you can say about any other oat."

MORE PROFIT PER ACRE

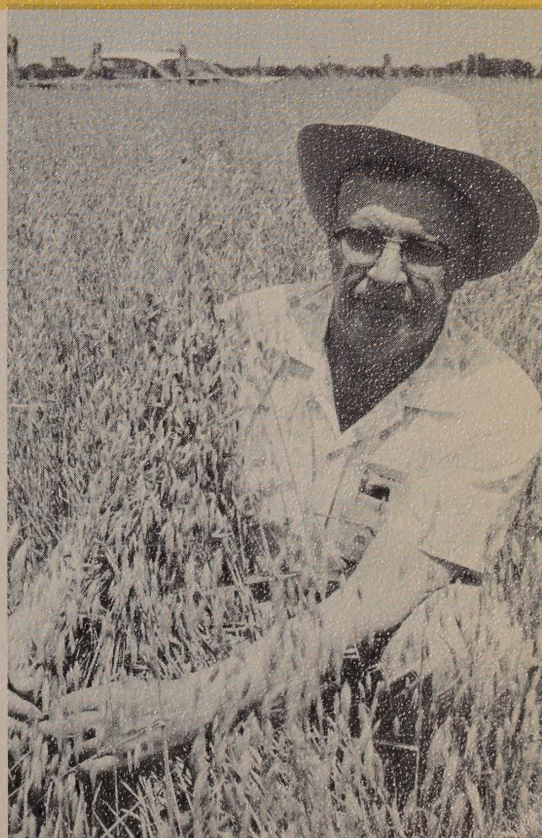
I like Coker's Suregrain because they combine and stand well. It is good for grazing, good for seed oats, and makes more profit per acre.

Richard Waldrop
Lumber City, Ga.

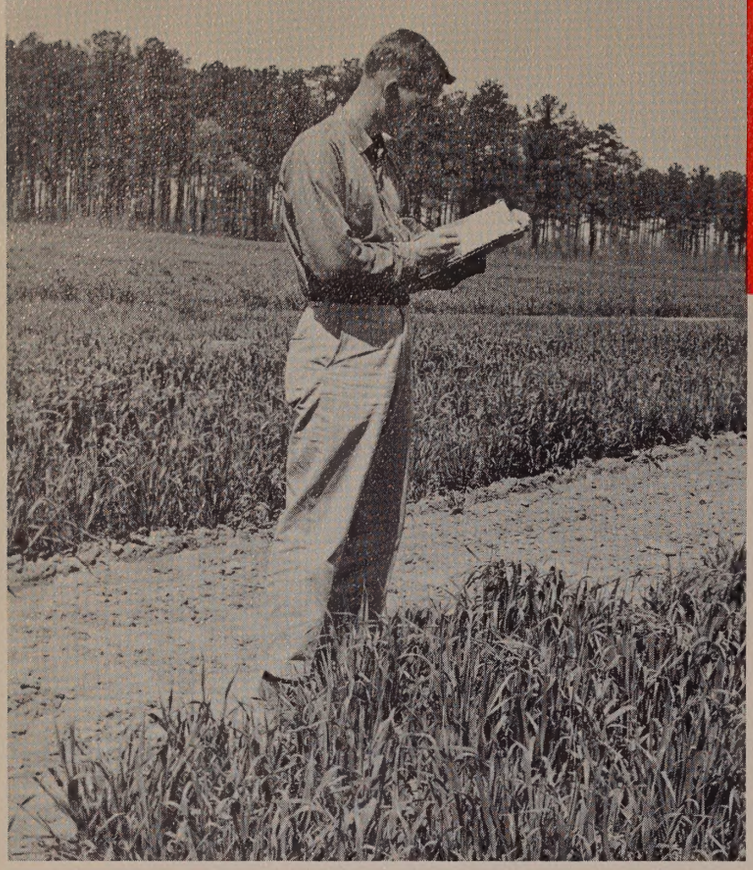
Our Alabama representative J. T. Belue has reason to smile broadly as he gathers a double armful of Coker's Suregrain. This fine crop was produced on the Womack farms near Ashford, Ala.

W. A. Carson of Americus, Ga., finds Suregrain oats a high producing variety with excellent disease resistance. Here he stands in his outstanding 1961 crop of Suregrain.

Alvin L. Britsch of Hondo, Texas, in a field of Suregrain oats. Suregrain has made an enviable record in Texas.



BREEDING and
Make the



J. J. Stanton, Coker assistant small grain breeder, is shown taking notes on nursery breeding lines during the early stages of growth. Full notes are obtained on each line from early planting through maturity and harvest.

Our present-day varieties of oats and wheat are the results of a scientifically planned program and of carefully conducted procedures. Our breeders use germ plasm and breeding and testing techniques in much the same manner that a construction engineer uses building materials and blue prints.

There are five steps in our small grain breeding program: (1) developing stocks, (2) isolating lines, (3) testing strains, (4) increasing seed stocks, and (5) distributing seed to certified seed growers or farmers. The entire program requires, at least, nine years of intensive breeding, testing, and seed increasing.

HYBRIDIZATION

The developing of stocks and isolating of lines involve special hybridization and selection techniques and require specific knowledge in regard to the inheritance of characteristics and the effect of environmental influences on them. In Coker's small-grain breeding program, these preliminary steps require three years of intensive work in which two generations are grown each year; a generation in South Carolina, during the regular small grain growing season, and a generation in Idaho, where it is cool enough for grain during the summer months.

This picture is an aerial view of a portion of our

BREEDING SCHEDULE

To develop stocks and isolate lines we follow, in general, this schedule:

Year 1—Make 50 crosses between adapted varieties and breeding stocks.

Year 1—(Summer) Grow 200, 1st generation plants in Idaho.

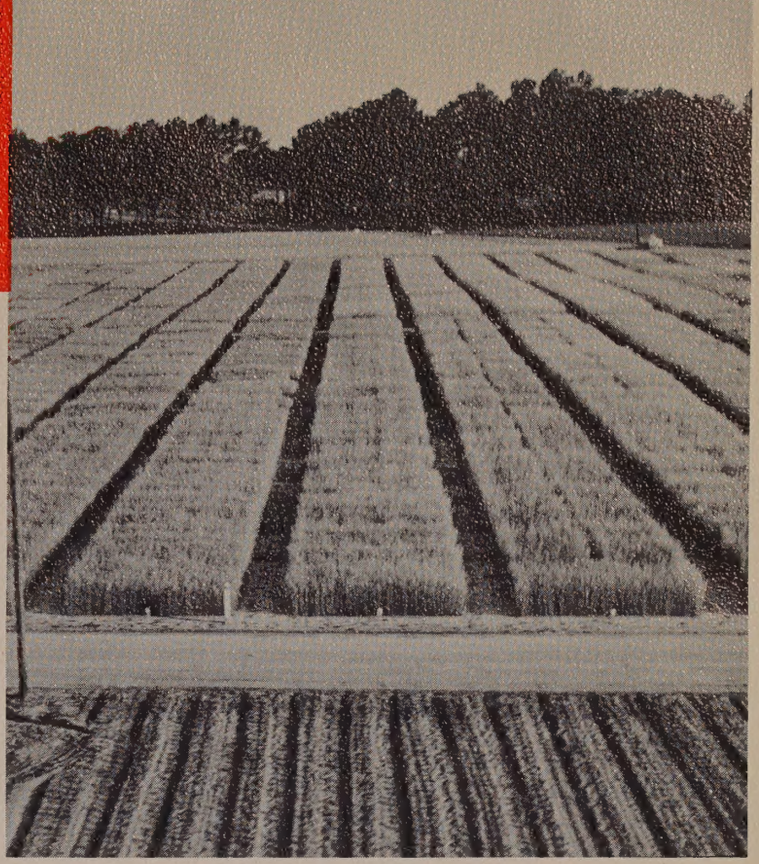
Year 2—Grow 10,000 spaced plants and 100 plant-to-row progenies of the 2nd generation at Hartsville, S. C., or Yemassee, S. C.

Year 2—(Summer) Grow 300, 3rd generation rows from single heads of disease-resistant 2nd generation plants in Idaho.

Year 3—Grow observation blocks of 4th generation populations from massed, Idaho produced, 3rd generation plants at Hartsville, S. C., or Yemassee, S. C.

MAINTENANCE
Difference

mall grain nursery and increase blocks in Hartsville.



These are first year oat blocks in the Coker breeding nursery. First year blocks represent approximately one quarter acre. Before they reach this stage, the oat represented in each block has several years of selection and testing behind it.

Year 3—(Summer) Grow 300, 5th generation, rows from 4th generation selected heads in Idaho.

Year 4—Move selected, 5th generation rows into Year 3 of General Program and follow through Years 4, 5, 6, 7, and 8.

GENERAL PROGRAM

The General Oat Breeding Program is outlined below. The procedure followed during the first two years involves the improvement within established varieties or breeding stocks and in the maintenance of released varieties. The procedure followed during the 3rd to 8th years is concerned with selection and discarding, and with seed-increases of these lines, as well as the lines that survive the three years of the procedure devoted to the obtaining and isolating of lines that was outlined above.

Year 1—Select 10,000 heads.

Year 2—Grow 10,000 head-rows.

Year 3—150 strains in replicated, multiple-row yield trials.

Year 4—½-acre blocks of each of 50-strains.

Year 5—15-acre blocks of 3 strains of each variety that reaches this stage (Breeder's Seed).

Year 6—150-acre blocks of 1 strain of each variety that reaches this stage (Foundation Seed).

Year 7—1500-acre increase of 1 strain of each variety that reaches this stage (Registered Seed).

Year 8—Sell to certified seed growers or farmers.

CONTINUOUS PROGRAM

It should be pointed out that the process is a continuous one. Thus within any given year all 14 stages of the program which has a cycle of 9 years are in progress.

Both stages of the program outlined above refer specifically to steps followed in the development of new oat varieties and the maintenance of established oat varieties. However, essentially the same procedures are followed in our work with wheat.

Simultaneous with seed increase, replicate yield trials and disease screenings are conducted.

During the last three years of the program, established varieties and new strains are tested by Federal and State Agricultural Experiment Stations throughout the South. The results of these tests are used as supplemental criteria for selection and discarding and for arriving at decisions regarding the release of planting seed to farmers.

This breeding and maintenance program is what makes the difference in Coker's Pedigreed seed.

Coker's VICTORGRAIN 48

STILL THE SOUTH'S NO. 1 OAT VARIETY

Coker's Victorgrain 48-93 has been more widely accepted than any oat ever developed for the South. This variety was first distributed in limited quantities in 1950. After 11 years, Southern oat growers still plant more acres of Victorgrain 48-93 than all other varieties combined.

Why? Because they can depend on Victorgrain 48-93 to put more bushels in the bin, year after year, over a wide range of growing conditions, on all types of soil.

While resistant to many diseases, Victorgrain 48-93 lacks resistance to Heliminthosporium blight and related diseases, and to some of the newer races of rust. Therefore, we recommend this variety for planting in areas other than the extreme lower coastal plains. We do not recommend it for planting in fields where Helminthosporium diseases are likely to be a problem.

DESCRIPTION

PLANT—Ideal height; will not "shade-out" interplanted crops like lespedeza; semi-winter; heavy tillering; has plenty of eye appeal.

DISEASE RESISTANCE—Highly resistant to most races of crown rust; susceptible to 101 and to some new races such as 216 and 264. Resistant to most races of smut; susceptible to one race which is controlled by seed treatment. More tolerant than previous Victoria derivatives to Helminthosporium blight.

STRAW—Very stiff, storm resistant. Ideal for combining.

GRAIN—High test weight; thin-hulled; well-filled; practically no awns; excellent feed value.

MATURITY—Matures 7-10 days earlier than Arlington.

PRODUCTION—Year in and year out, location after location, Victorgrain has consistently been the best yielding variety.

UNIFORMITY—Probably most uniform variety obtainable.

PRICES

Coker's Registered Seed

1 to 16 bushels	$3.75 per bushel
16 to 48 bushels	$3.65 per bushel
48 bushels and up	$3.50 per bushel
Coker's Select Seed	**$1.95 per bushel**

All seed oats bagged in 3 or 4-bushel bags containing 96 lbs. or 128 lbs. per bag, and are treated with ceresan.

Above—Robert R. Coker, president of Coker's Pedigreed Seed Company, gathers an armful of Victorgrain 48-93 oats on our Hartsville farms. Note the stiffness of the stalk and the high productive capacity of this variety. These are its outstanding characteristics.

Below—The characteristics of high production and stiffness of stalk is evident in this field of Coker Victorgrain 48-93. Our Mr. Bill Howle, contract production manager, gathers up an armful.

93

This beautiful field of Victorgrain 48-93 oats was produced on the Middleton-Taylor farm near Hartsville. It's fields like this that have caused this variety to be the choice of more Southern oat growers than all other varieties combined.

VICTORGRAIN 48-93 . . . *Famous for high yields, stiffness of straw*

No other variety ever developed for the South has been more consistent in high production than Coker's Victorgrain 48-93 . . . often averaging 100 or more bushels per acre across an entire field. This, plus its stiff, erect stalks with considerable storm resistance has made it a year in and year out favorite with Southern oat growers.

WELL PLEASED

I am mighty pleased with my crop of Victorgrain oats.

Bob Beaman, Saratoga, N. C.

OUSTANDING VARIETY

Your Victorgrain 48-93 has been an outstanding oat for us. There's very little lodging, the yields are real good, and it combines well.

C. M. Matthews, Sanford, N. C.

GOOD OAT

I'll put my Victorgrain 48-93 up against anybody's or any other oat. It's just that good.

Walter McAteer, Monroe, N. C.

WELL SATISFIED

We are well satisfied with Coker's oat varieties. We planted Moregrain, Suregrain and Victorgrain 48-93 to see which would be the best for us. They are **all** good.

Raymond Cunningham, Kinston, N. C.

J. Wallace Talbert, our vice president in charge of sales, stands in a field of Victorgrain 48-93 on our Hartsville farms.

Coker's 47-27 WHEAT

Since its introduction in 1950, Coker 47-27 wheat has continued to win new friends each year. It is very widely adapted throughout the southern wheat region. However, owing to the more severe winters at higher elevations in the Piedmont and mountain areas, we recommend it only for the middle and lower Piedmont, and Upper Coastal Plain.

DESCRIPTION

PLANT—Medium tall; semi-winter type; vigorous early growth; leafy; good tillering.

DISEASE RESISTANCE—Relatively tolerant but not resistant to mildew; moderately resistant to leaf rust and most races of stem rust prevalent in Southeast.

STRAW—Stiff; storm resistant; yellow in color.

HEADS—Erect; square; broad to tip; close fitting, straw colored glumes.

GRAINS—Higher test weight than any other widely-grown Southern wheat; plump; excellent milling quality.

MATURITY—Medium early; two days earlier than Anderson.

PRODUCTION—Very satisfactory.

PRICES

Coker's Registered Seed

1 to 16 bu.	$5.95 per bushel
16 to 48 bu.	$5.85 per bushel
48 bu. up	$5.75 per bushel

All seed wheat bagged in 2 bushel (120 lbs.) bags.

Coker's COASTAL WHEAT

Coastal Wheat is generally adapted to the Coastal Plain. It grows somewhat taller than Redhart and Hardired but has very stiff straw and stands well for combining. It is about two weeks later than Redhart, and one week later than Hardired.

DESCRIPTION

PLANT—Medium tall; excellent early growth; good tillering, lacks winter hardiness.

DISEASE RESISTANCE—Considerable tolerance to prevalent forms of mildew; good resistance to both leaf and stem rust.

STRAW—Very stiff; stands well for combining; yellow in color.

HEADS—Slightly nodding; square; broad to tip, beardless; shatter resistant.

GRAIN—Large; plump; good milling quality.

MATURITY—Medium late.

PRODUCTION—Unexcelled in Coastal Plain areas of the Carolinas and the southernmost sections of the Gulf States; commonly produces 30-35 bushels per acre in adapted area.

PRICES

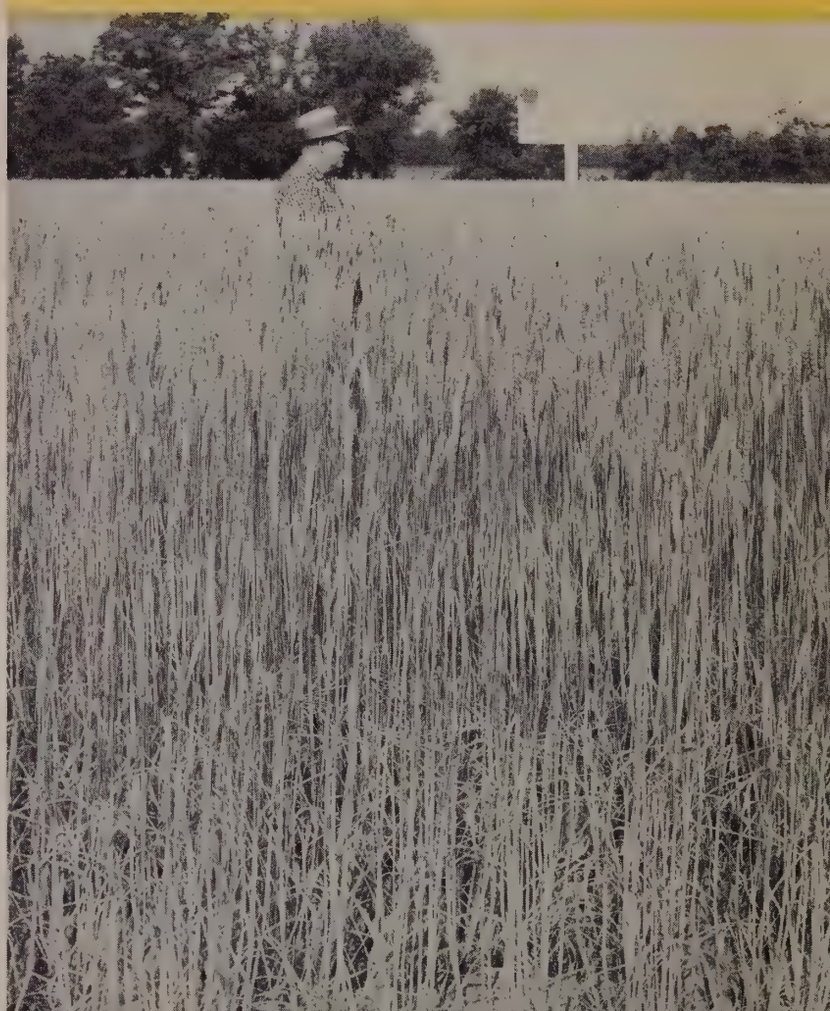
Coker's Registered Seed

1 to 16 bu.	$5.95 per bushel
16 to 48 bu.	$5.85 per bushel
48 bu. up	$5.75 per bushel

All seed wheat bagged in 2 bushel (120 lbs.) bags.

Above—A field of Coker 47-27 wheat on the farm of Tom Williamson in Florence County, South Carolina.

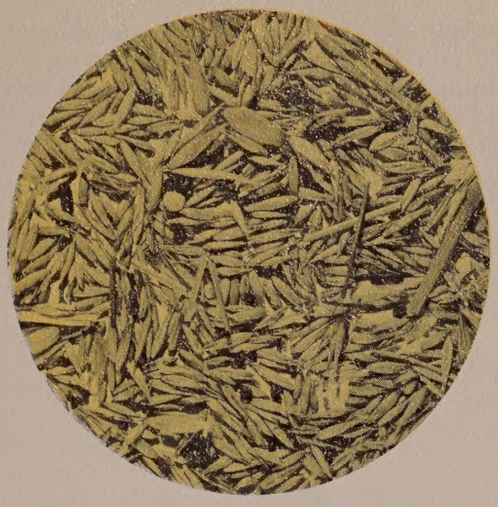
Below—A field of Coker's Coastal wheat on our Hartsville farms.



PLANTING SEED SURVEY SHOWS

. . . Good Seed don't cost — they pay!

Studies conducted by the Seed Certification Department of the Agricultural Experiment Station of Clemson College in 1956 proved that many farmers were suffering disastrous losses as a result of planting poor seed. In 1959 additional comprehensive studies were conducted by collecting samples from drill boxes at planting time and by growing plots from each of the samples in 1960. Prior to planting, the seed were classified as to origin, germination, purity, amount of inert matter, and weed seed content. The following spring the resulting crop was studied from the standpoint of stand, varietal purity, weed content, and yield.



Poor Quality, Low Yielding Seed
Note trash, weed seeds, other seeds.

High Quality, High Yielding Seed
Clipped, clean, pure, uniform

GERMINATION PERCENTAGE

Registered and certified seed averaged 94% in germination, while seed that were not registered or not certified averaged 79%. Some non-registered and non-certified seed completely failed to germinate.

There were no samples of registered or certified origin that contained seed of other crops while samples of non-registered non-certified origin contined, on the average, 218 other crop seed per pound.

Registered and certified seed contained, on the average, 0.7% inert matter, while non-registered and non-certified seed contained, on the average, 2.31% inert material.

The seed of registered and certified sources contained no weed seed while seed of non-registered and non-certified sources contained 240 weed seeds per pound. The farmer who planted one of the lots of non-registered or non-certified seed that were collected planted 956,000 noxious weeds per acre if he seeded at the rate of 3 bushels.

AVERAGE YIELDS

The average yields produced in the tests from planting registered or certified seed and from planting non-registered or non-certified seed are 64.85 and 53.46 bushels for oats and 37.94 and 33.49 bushels for wheat. This means that the farmers who planted registered or certified seed, on the average made 11 bushels of oats and 4½ bushels of wheat more than his neighbor who planted non-registered or non-certified seed. Furthermore home-grown seed and seed obtained from neighbors produced, on the average, only 53.76 and 52.30 bushels of oats per acre, respectively, while seed purchased from seedsmen yielded, on the average 60.72 bushels. Home grown seed and seed obtained from neighbors produced on the average, only 32.52 and 33.00 bushels of wheat per acre compared to 38.27 bushels for seed purchased from seedsmen.

KNOW YOUR SEED

The results of these studies are positive proof that "good seed do not cost, they pay." You must know the origin of your planting seed, you must know that they are high in germination, pure for variety, free from inert matter, and free of noxious weeds. The surest way to know this is to buy Coker's Breeder's Registered or Coker's Pedigreed oats.

PLANT A SEED PATCH!

Our long experience convinces us that you as a good farmer can greatly increase your grain profits by growing on your own farm each year a small portion of your acreage in breeder registered oats. Under this method you can secure the services of the best plant breeding talent at a cost averaging not more than a few cents per acre.

Let us say that you plant on your farm 50 acres of oats each year for grain, grazing, or both. You will need approximately 100 bushels of seed. The best breeder seed available cost $3.50 to $3.75 per bushel depending upon quantity purchased. If you purchase sufficient breeder seed to plant two acres, your cost would be approximately $15.00. From these two acres you should produce not less than 100 bushels of seed one year from the breeder. Your per-bushel cost of this seed produced is only about 15 cents per bushel more than ordinary oats! This production plan, practiced by many progressive farmers over the Southern oat belt, has proven to be the most profitable method yet devised.

WHY PEDIGREED SEED?

Planting Pedigreed seed is your best assurance of maximum yields, performance and quality.

. . . You know what variety you are planting.

. . . You know or can trace where it came from.

. . . You know the seed is pure, free of weeds and mixtures.

Good Seed don't cost . . . They Pay!

Read What Farmers Have to Say About Coker Oats

BEST OAT

I have been farming many years, but I believe your Moregrain oat is the best I ever planted. I seeded one 17 acre field that produced between 60 and 70 bushels with a test weight of 39 pounds, combine run. This production was from seed stock two years from the breeder. I planted a 13 acre field this year with pedigreed seed for my seed patch. I expect to cut even more bushels off that field of registered seed, and of equal quality.

O. G. Dorn, Sumter, S. C.

LIKES MOREGRAIN

I think your Moregrain oat is by far the best variety of oat for my conditions. I produce for seed stocks under certification conditions. I plant a fairly large acreage of oats and average 80 bushels or betteer.

My only sample tested this year at 37 pounds. I am a believer in rotation of my oat acreage, and use a four year rotation. This keeps my disease problem at a minimum. Moregrain has the best straw of any oats I ever saw.

Fred G. Dobbins, Townville, S. C.

HIGH YIELD AVERAGE

Our 65 acres of Suregrain averaged 75 bushels per acre.

Ivey and Buie Farms, Webb, Ala.

COMBINES WELL

I like Coker's Moregrain due to their yield and heavy test weight. They combine well and have good test weight.

Barney Bone, Leslie, Ga.

STANDS WELL

I planted 300 acres of Moregrain oats and estimate 60 bushels per acre yield. I like the way this oat stools out, and grazes. It also stands well and combines with ease.

W. E. Lowery, Madison, Ala.

FFA PROJECT

I have a 16-acre plot of Moregrain oats as my FFA project. It is estimated that I will make 60 bushels per acre on the whole plot. Some of the plot will go to 100 bushels per acre.

Tommy A. Williamson, Athens, Ala.

LIKES MOREGRAIN

Everything I have said about Moregrain oat still holds true. My crop this year was even better than in 1960 and my test weight was 36 pounds. I can recommend Moregrain to farmers of my area.

W. D. Boling, Pamplico, S. C.

TEST WEIGHT 38 LBS.

This is my third year to grow Moregrain oats. So far this year I have harvested 3800 bushels off 40 acres with a test weight of 38 pounds. Under my conditions, I can recommend Moregrain to other growers.

R. M. Pegues, Cheraw, S. C.

85 BUSHELS PER ACRE

We have grown Coker oats from 35 to 40 years. Over that period of time, I would say that we have averaged 60 bushels per acre or better. This year I have 130 acres of Suregrain oats that will average about 85 bushels per acre. These oats weigh 36 pounds per bushel, combine run.

J. B. Ruffin, Deatsville, Ala.

GOOD GRAZING

I planted 90 acres of Suregrain oats around October 10. A month later I turned in 100 head of cattle. They stayed on and grazed the oats until March 10. The cattle were not fed a mouthful of anything else. I applied 200 pounds of urea per acre after the cattle were taken off. Am now combining 60 bushels per acre.

A. A. Spivey, Wilmer, Ala.

Leslie Starnes, right, of Secrest Feed and Seed Store of Monroe, N. C., and Nathan Hathcock, show off the high yielding and good straw characteristics of Moregrain in a field on Mr. Hathcock's farm.

TERMS and CONDITIONS

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS

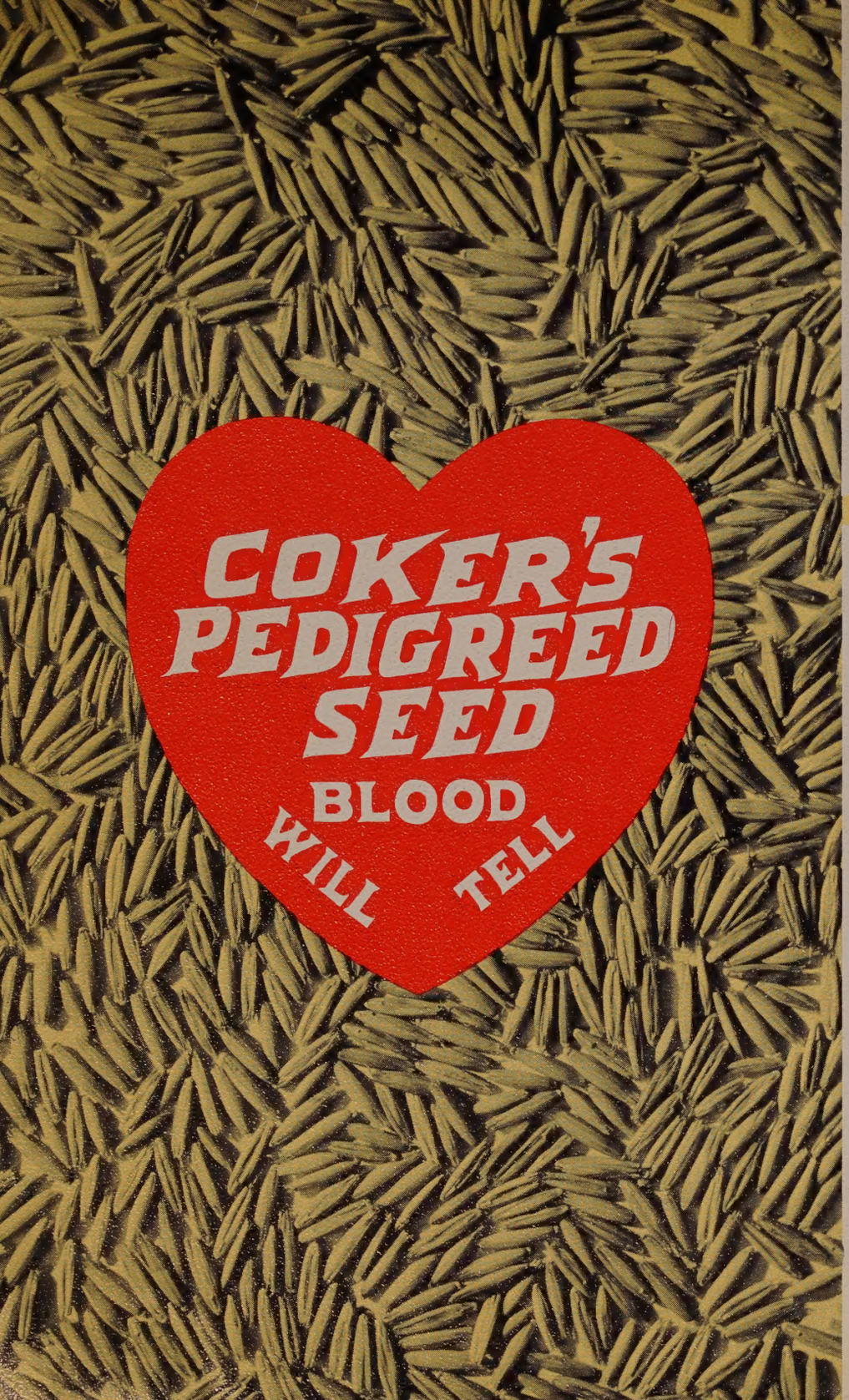
Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

YOUR PROTECTION

No seed is genuine "COKER'S" unless it bears our official OK tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official OK tag and Registered Trade Mark.

Plant these other Coker bred varieties

HYBRID CORN	TOBACCO	COTTON	SOYBEANS
Coker 66 (yellow)	Coker 316	Coker 100-A	Coker's Yelnanda
Coker 67 "	Coker 128	Coker 124-B	
Coker 71 "	Coker 187-Hicks		
Coker 15 "	Coker 187		
Coker 811 (white)	Coker 156		
Coker 911 "	Golden Cure		
Coker 616 "	Golden Harvest		
	Golden Wilt		



COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER

COKER'S PEDIGREED SEED BLOOD WILL TELL TRADE MARK REGISTERED

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HARTSVILLE, SOUTH CAROLINA

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